

## Stakeholder Requirements Document: Google Fiber Repeat Call Analysis

**BI Professional:** Delasi Afenu

**Client/Sponsor:** Emma Santiago, Hiring Manager; Keith Portone, Project Manager

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### Business Problem

The primary challenge is to understand the frequency and root causes of repeat customer service calls. This analysis will enable Google Fiber to improve first-contact resolution rates and enhance customer satisfaction. Insights from the analysis will guide the team in reducing repeat calls and addressing operational inefficiencies across different market areas.

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### Stakeholders

- **Emma Santiago:** Hiring Manager (Primary Contact)
  - **Keith Portone:** Project Manager (Primary Contact)
  - **Minna Rah:** Lead BI Analyst
  - **Ian Ortega:** BI Analyst
  - **Sylvie Essa:** BI Analyst
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### Stakeholder Usage Details

- **Emma Santiago and Keith Portone:** Use the dashboard to evaluate customer service efficiency, focusing on first-call resolution rates and trends in repeat calls.
  - **Minna Rah:** Oversees BI team efforts to ensure actionable insights for operational improvements.
  - **Ian Ortega and Sylvie Essa:** Collaborate on data preparation, analysis, and dashboard validation to align metrics with operational goals.
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### Primary Requirements

1. **Repeat Call Tracking**
  - Measure the frequency of repeat calls post-initial inquiry.
  - Break down data by **week**, **month**, and **quarter** for trend analysis.
2. **Problem Type Insights**
  - Identify problem types generating the most repeat calls (e.g., account management, technician troubleshooting, scheduling, construction, internet/Wi-Fi issues).
3. **Market Trends**

- Analyze trends in repeat calls across three market areas (market\_1, market\_2, market\_3).
- 4. **Accessibility**
  - Include features such as large text and text-to-speech compatibility.
- 5. **Data Filtering**
  - Enable stakeholders to filter by:
    - **Market Area**
    - **Problem Type**